

Marketing Update

An FIS Marketing Publication

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THIS
COMMUNICATION
AFFECTS

System(s): All

Group(s): League
List of Affected
(Enrolled)

**Marketing
Update brings
you the
marketing news
you need for
card program
success.**

Look to FIS for
all of your card
program
solutions, and
thank you for
allowing us to
serve you.

*From
Your League
and FIS*

Questions?
Please call
your league.

FREE LOYALTY PRODUCT TRAINING AND INFORMATION WEBINARS

Get the most out of your FIS programs by attending these engaging sessions:

TRAINING Webinars are designed exclusively for institutions that are already existing users of a particular product. These Webinars are led by a product manager or other subject matter expert, and provide clear instruction through discussion and examples of the proper use, functions and potential of the product. Some are offered twice monthly! **Who should attend these?**

- Managers and Supervisors – for high-level understanding.
- New-hires – for a quick ramp up.
- Reassigned Employees – to get up to speed, now!
- Veteran Users – for professional development.

INFORMATION Webinars are offered exclusively for clients who are considering adding a product to their portfolio, or simply wish to learn more about a product. Product Specialist Consultants provide an informative product overview. **Who should attend these?**

- Hands-on Executives
- Marketing Decision Makers

TO REGISTER

Your institution can register one or more persons to attend. Loyalty Webinars are offered at **no cost** to those attending. The attached schedule contains dates for all Webinars through the end of July 2009. We suggest printing a copy and keeping it handy. Times shown are Eastern.

Through the end of June 2009, sessions are hosted on iLinc:

- Go to <http://Loyalty.iLinc.com> and select **Register** under **Public Sessions**.
- Select the Webinar(s) by title and date, and click on **Register** (at bottom).
- Complete and submit the brief registration form that opens.

Beginning in July 2009, sessions will be hosted on FIS' new LearningLab:

- Watch for a communication in June with complete instructions for registering.
- Attend one or more sessions in July, and receive a **free rewards gift!**

Questions?

Please contact your League Client Services representative with any questions that you may have.



**FIDELITY NATIONAL
INFORMATION SERVICES**

June 2009 Loyalty & Enhancements Training Schedule

Through June, FIS Loyalty & Enhancement Product Training and Product Information sessions will be hosted via iLinc. To register:

- 1) Go to <http://Loyalty.iLinc.com>, and select Register under Public Sessions (on the left).
- 2) Select the Webinar(s) by title & date, and then click on Register (at the bottom).
- 3) Complete and submit the brief registration form that opens. Your registration will be confirmed by e-mail.

JUNE		Times shown in Eastern			
TRAINING Webinars for <i>existing</i> users		INFORMATION Sessions for <i>potential</i> users			
3	2-4pm	Bonus Point ScoreCard® PROGRAM Overview	5	10-11am	Protecting Your Credit Card Portfolio (Readi-Review Plus™)
4	2-4pm	Bonus Point ScoreCard® OPERATIONS Overview	5	2-3pm	Portfolio Growth Today (ProDirect®)
9	11a-12p	ScoreCard®: Promoting Bonus Point Programs	11	2-3pm	Incent and Protect Your Customers
10	2-3:30p	Householding for Bonus Points Programs	17	2-3pm	TBS Enhancements Benefit LetterChecks SM
16	11a-12p	ScoreCard® Travel: Reaping the Rewards	30	2-3pm	ScoreCard®: Because Life Should Be Rewarding
18	2-4pm	CashBack ScoreCard® Overview			
23	2-4pm	Bonus Point ScoreCard® PROGRAM Overview			
24	2-4pm	Bonus Point ScoreCard® OPERATIONS Overview			
25	3-4pm	Navigating ScoreCardRewards.com			

Coming Soon... LearningLab

July 2009 Loyalty & Enhancements Training Schedule



Beginning in July, sessions will be hosted on the new FIS LearningLab! Watch for registration instructions in June!

- ▼ Receive a free rewards gift for attending a training session during the month of July!
- ▼ Earn valuable product certification at no cost!
- ▼ Attend live sessions hosted by FIS Product Managers, professional Trainers and Subject Matter Experts.
- ▼ Login for on-demand sessions, available for you to complete on your own schedule.
- ▼ Download valuable training materials for use with your own internal training programs.

JULY		Times shown in Eastern			
TRAINING Webinars for <i>existing</i> users		INFORMATION Sessions for <i>potential</i> users			
8	2-4pm	Bonus Point ScoreCard® PROGRAM Overview	1	10-11am	Portfolio Growth Today (ProDirect®)
9	2-4pm	Bonus Point ScoreCard® OPERATIONS Overview	1	2-3pm	Protecting Your Credit Card Portfolio (Readi-Review Plus™)
9	11a-12p	ScoreCard®: Promoting Bonus Point Programs	28	2-3pm	LetterChecks SM : Successful Holiday Promotions Using TBS Enhancements
14	11a-12p	ScoreCard® Travel: Reaping the Rewards	29	2-3pm	Star-Performers®: Employee Incentives that Work
21	2-4pm	CashBack ScoreCard® Overview	30	2-3pm	ScoreCard®: Because Life Should Be Rewarding
22	2-4pm	Bonus Point ScoreCard® PROGRAM Overview			
23	2-4pm	Bonus Point ScoreCard® OPERATIONS Overview			
28	11-12:30p	Householding for Bonus Points Programs			
30	2-3pm	Navigating ScoreCardRewards.com			

Registration instructions for LearningLab will be sent during June...